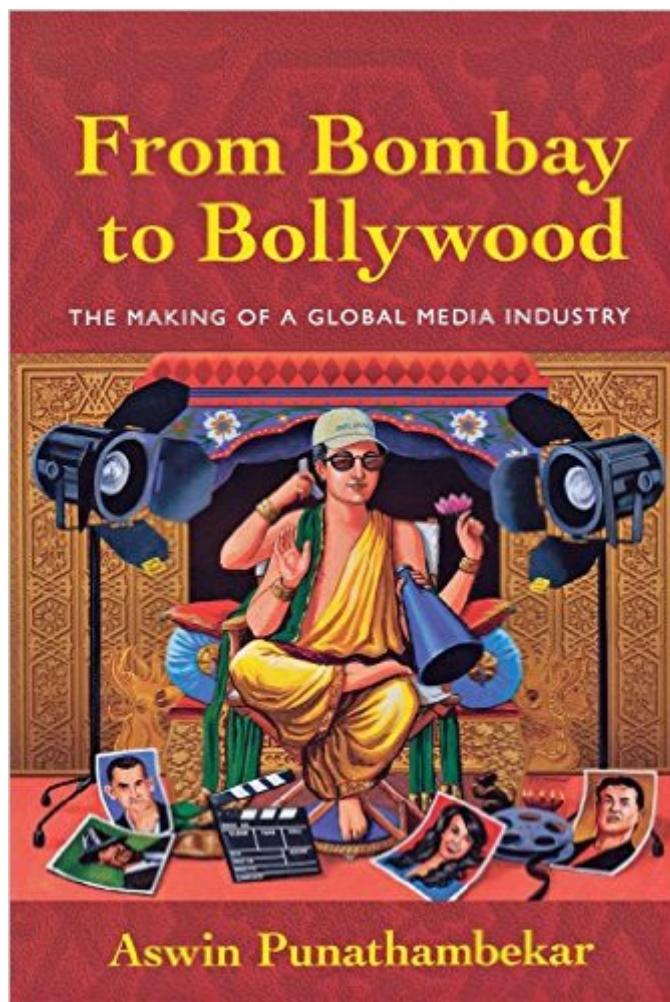


The book was found

From Bombay To Bollywood: The Making Of A Global Media Industry (Postmillennial Pop)



Synopsis

From Bombay to Bollywood analyzes the transformation of the national film industry in Bombay into a transnational and multi-media cultural enterprise, which has come to be known as Bollywood. Combining ethnographic, institutional, and textual analyses, Aswin Punathambekar explores how relations between state institutions, the Indian diaspora, circuits of capital, and new media technologies and industries have reconfigured the Bombay-based industry's geographic reach. Providing in-depth accounts of the workings of media companies and media professionals, Punathambekar has produced a timely analysis of how a media industry in the postcolonial world has come to claim the global as its scale of operations. Based on extensive field research in India and the U.S., this book offers empirically-rich and theoretically-informed analyses of how the imaginations and practices of industry professionals give shape to the media worlds we inhabit and engage with. Moving beyond a focus on a single medium, Punathambekar develops a comparative and integrated approach that examines four different but interrelated media industries--film, television, marketing, and digital media. Offering a path-breaking account of media convergence in a non-Western context, Punathambekar's transnational approach to understanding the formation of Bollywood is an innovative intervention into current debates on media industries, production cultures, and cultural globalization.

Book Information

Series: Postmillennial Pop

Paperback: 266 pages

Publisher: NYU Press (July 24, 2013)

Language: English

ISBN-10: 0814729495

ISBN-13: 978-0814729496

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #1,103,412 in Books (See Top 100 in Books) #465 in Books > Humor & Entertainment > Movies > Industry #4051 in Books > History > Americas > United States > African Americans > Discrimination & Racism #4380 in Books > Politics & Social Sciences > Sociology > Race Relations

[Download to continue reading...](#)

From Bombay to Bollywood: The Making of a Global Media Industry (Postmillennial Pop) Spreadable Media: Creating Value and Meaning in a Networked Culture (Postmillennial Pop) by Jenkins, Henry, Ford, Sam, Green, Joshua (2013) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Pop-Up NYC Map by VanDam - City Street Map of New York City, New York - Laminated folding pocket size city travel and subway map, 2016 Edition (Pop-Up Map) Jewelry Making: Jewelry Making Instructions to Easily Create Beautiful Pendants, Bracelets, Earrings, and Necklaces (Jewelry Making Books, jewelry making for dummies, jewelry making tools) Jewelry Making: 33 Tips and Advices For Making Unique Earrings (jewelry making, jewelry making books, jewelry making kits) 1970s Bollywood: The 50 Must See Hindi Movies The Bollywood Bride A Bollywood Affair Regulating for Competition: Government, Law, and the Pharmaceutical Industry in the United Kingdom and France (Government-Industry Relations) Literary Market Place 2015: The Directory of the American Book Publishing Industry with Industry Indexes (Literary Market Place (Lmp)) Orienting Hollywood: A Century of Film Culture between Los Angeles and Bombay (Critical Cultural Communication) Arabian Gulf Intelligence: Selections from the Records of the Bombay Government, New Series, No.XXIV, 1856, Concerning Arabia, Bahrain, Kuwait, Muscat ... Islands of the Gulf Sonrisas de Bombay (Testimonio) (Spanish Edition) Shadowed Promise: From riots in Bombay to the riches of Beverly Hills... Bombay Bhel Bombay: Exploring The Jewish Urban Heritage A Million Broken Windows: The Magic and Mystique of Bombay Cricket Linked Labor Histories: New England, Colombia, and the Making of a Global Working Class (American Encounters/Global Interactions) Wine Making: Beginner Wine Making! The Ultimate Guide to Making Delicious Wine at Home (Home Brew, Wine Making, Red Wine, White Wine, Wine Tasting, Cocktails, ... Vodka recipes, Jello Shots Beer Brewing)

[Dmca](#)